FIG. 1

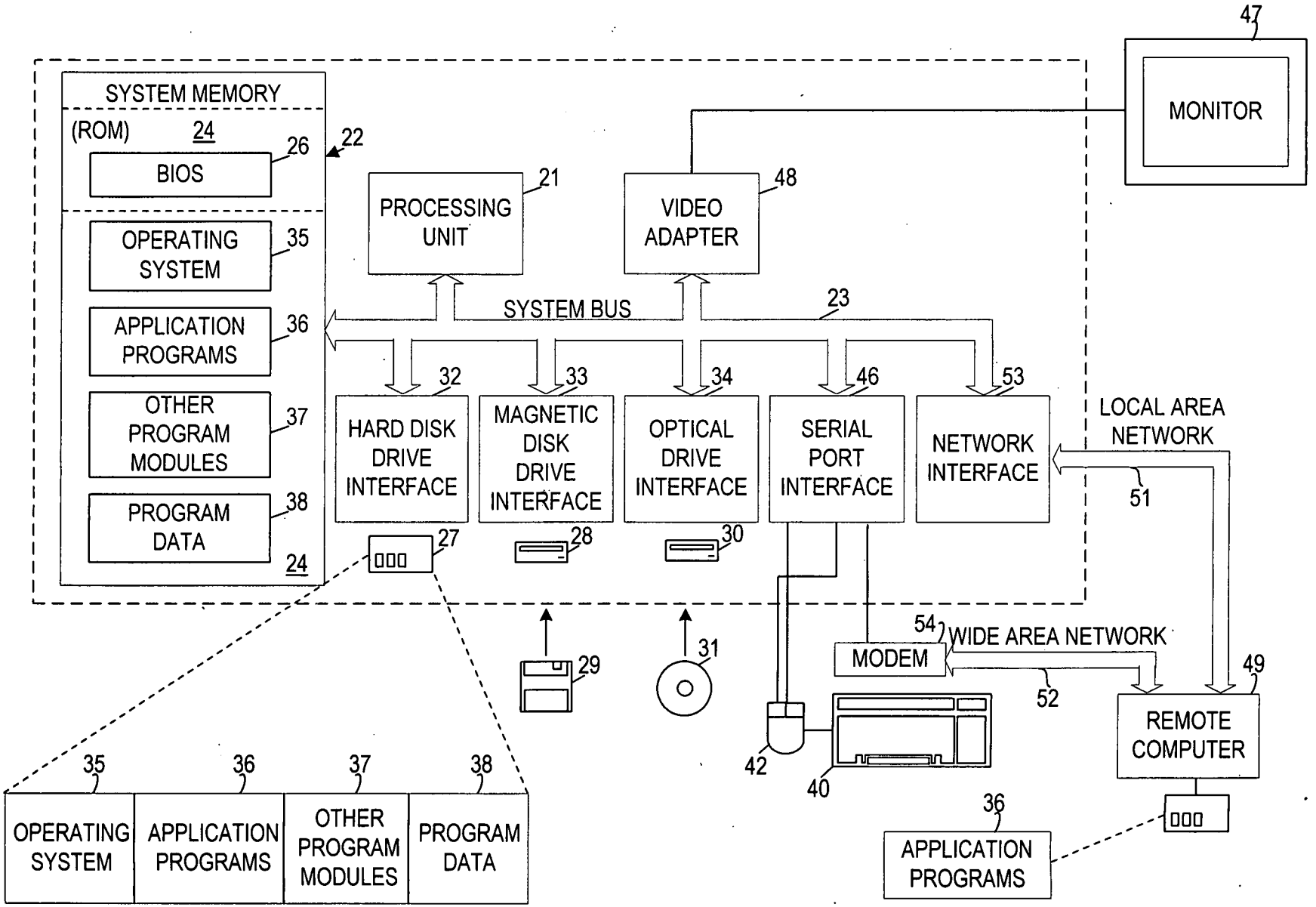

47
MONITOR
SYSTEM MEMORY
(ROM) 24
BIOS
26
22
OPERATING SYSTEM
35
APPLICATION PROGRAMS
36
OTHER PROGRAM MODULES
37
PROGRAM DATA
38
24
PROCESSING UNIT
21
VIDEO ADAPTER
48
SYSTEM BUS
23
HARD DISK DRIVE INTERFACE
32
MAGNETIC DISK DRIVE INTERFACE
33
OPTICAL DRIVE INTERFACE
34
SERIAL PORT INTERFACE
46
NETWORK INTERFACE
53
LOCAL AREA NETWORK
51
27
28
30
29
31
54
WIDE AREA NETWORK
MODEM
52
49
REMOTE COMPUTER
42
40
36
APPLICATION PROGRAMS
35
36
37
38
OPERATING SYSTEM
APPLICATION PROGRAMS
OTHER PROGRAM MODULES
PROGRAM DATA

FIG 2

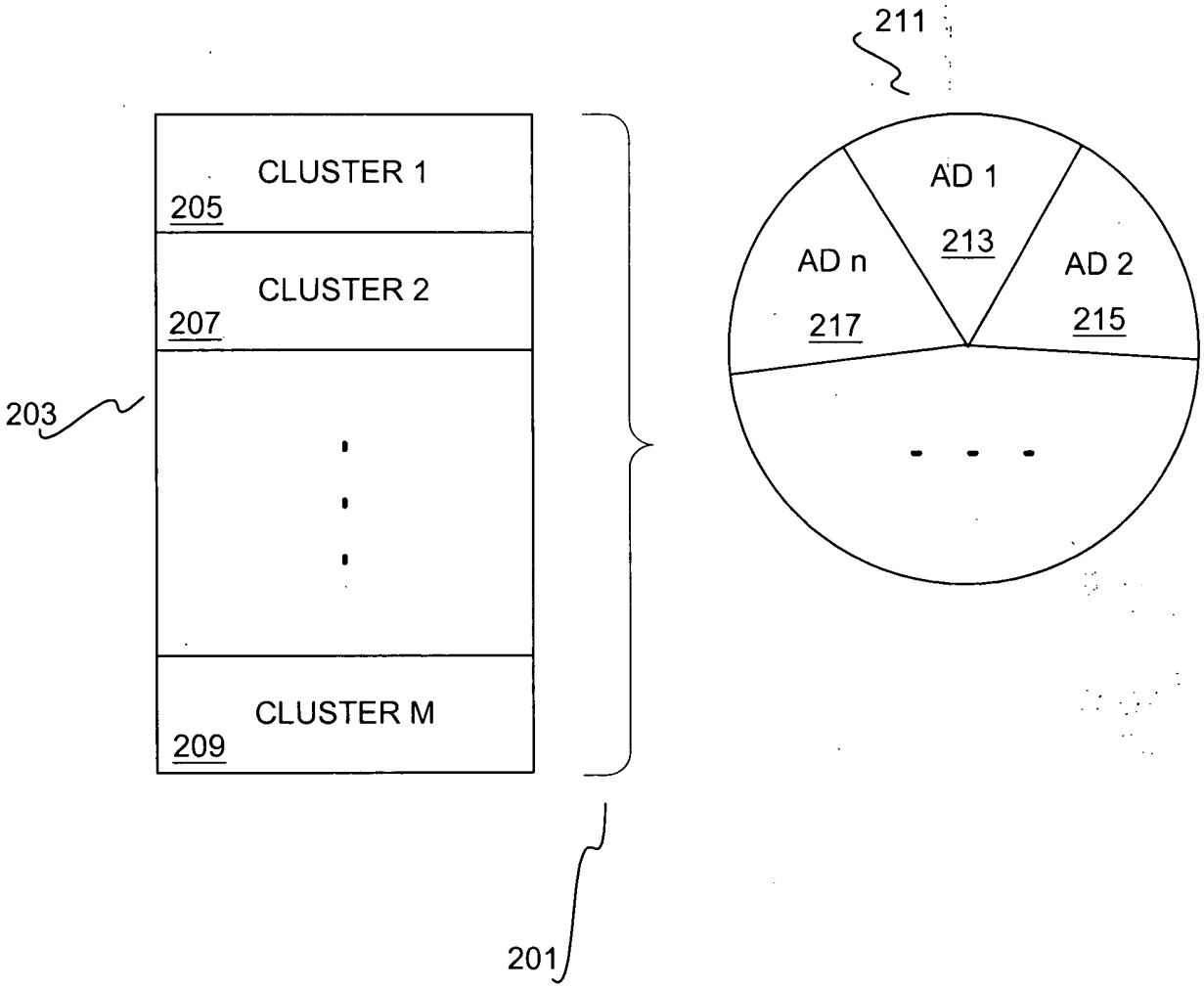

211
CLUSTER 1
205
CLUSTER 2
207
203
CLUSTER M
209
201
AD 1
213
AD n
217
AD 2
215

FIG 3

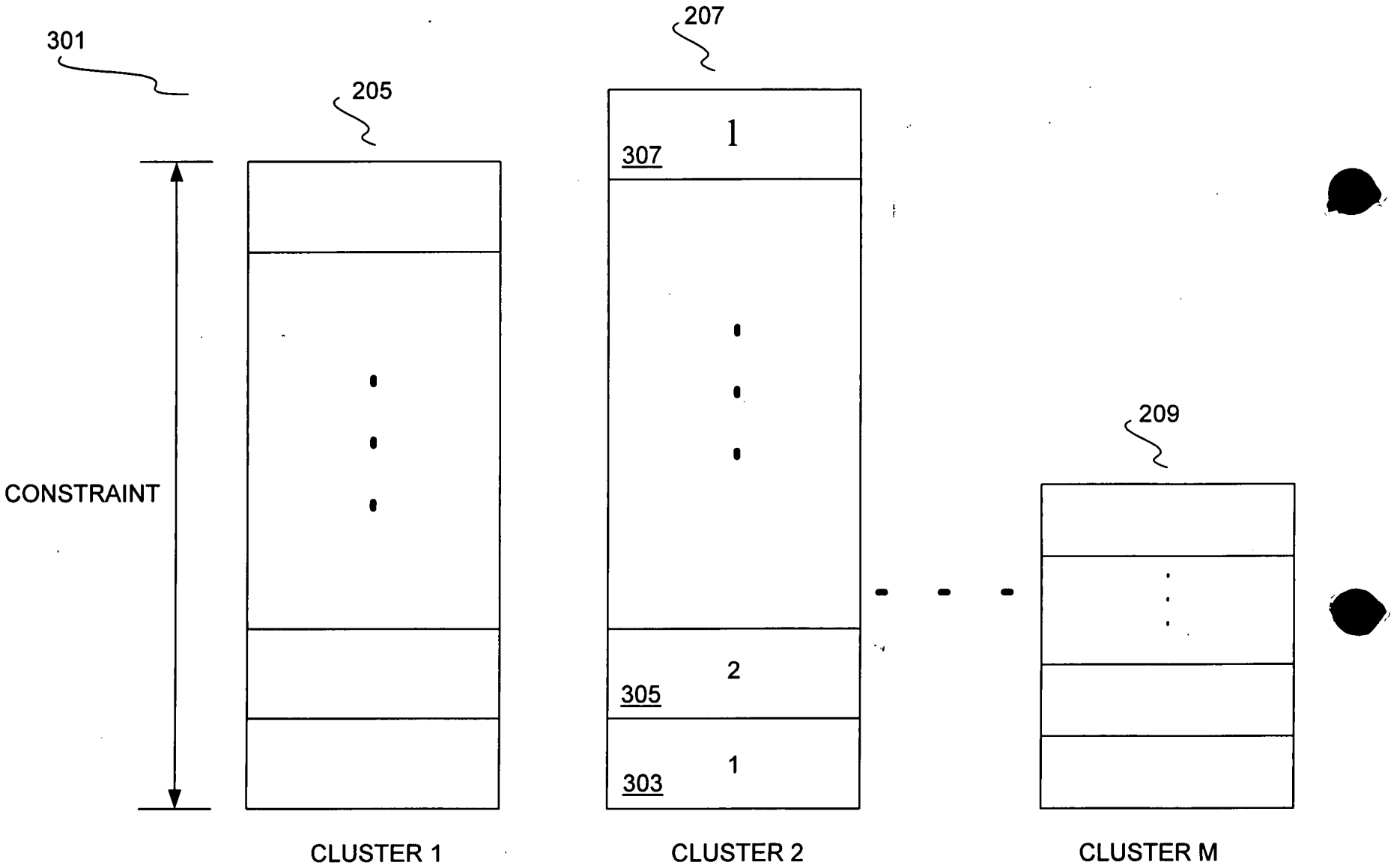

301
205
207
CONSTRAINT
1
307
2
305
1
303
209
CLUSTER 1
CLUSTER 2
CLUSTER M

FIG 4

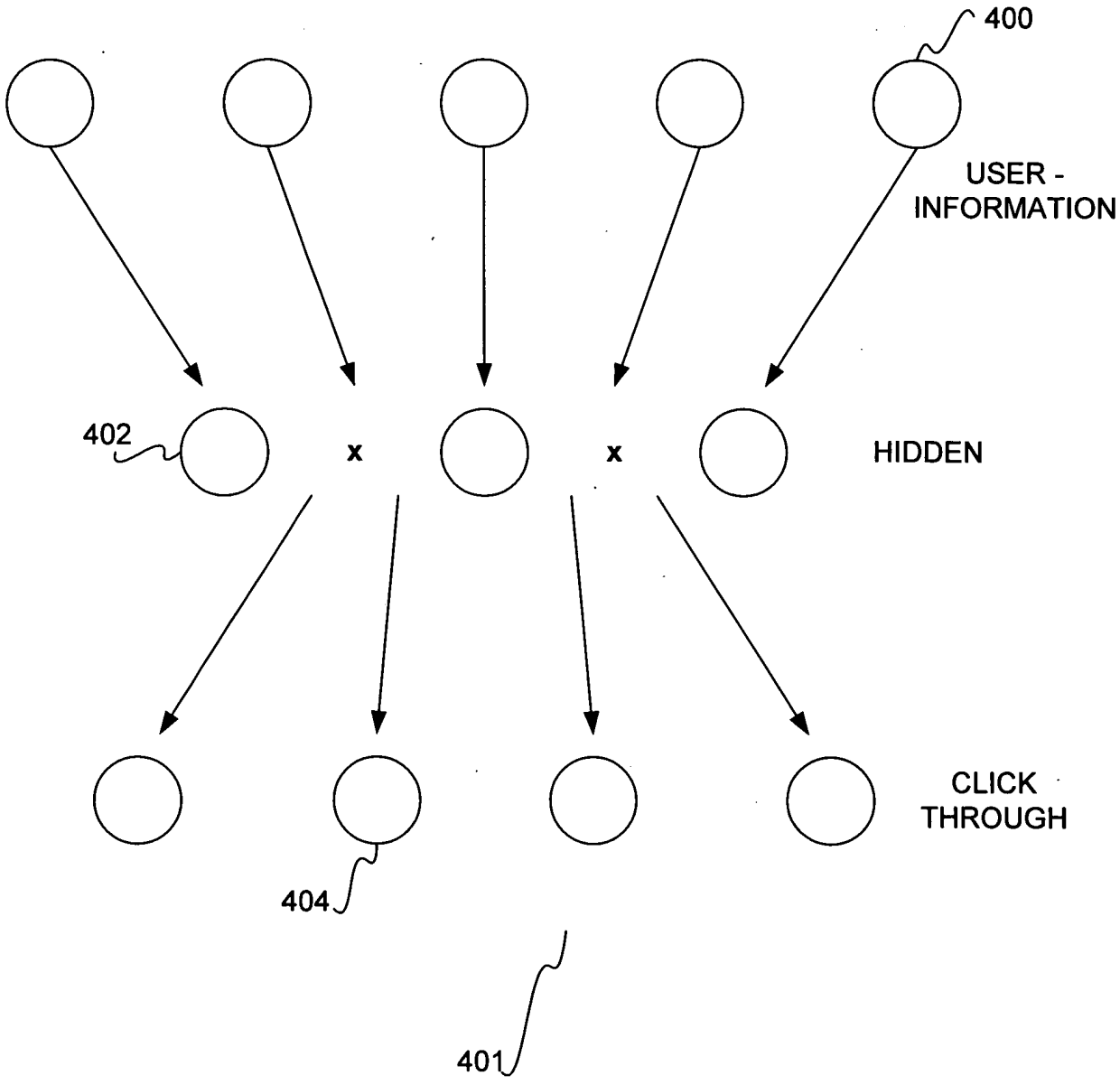
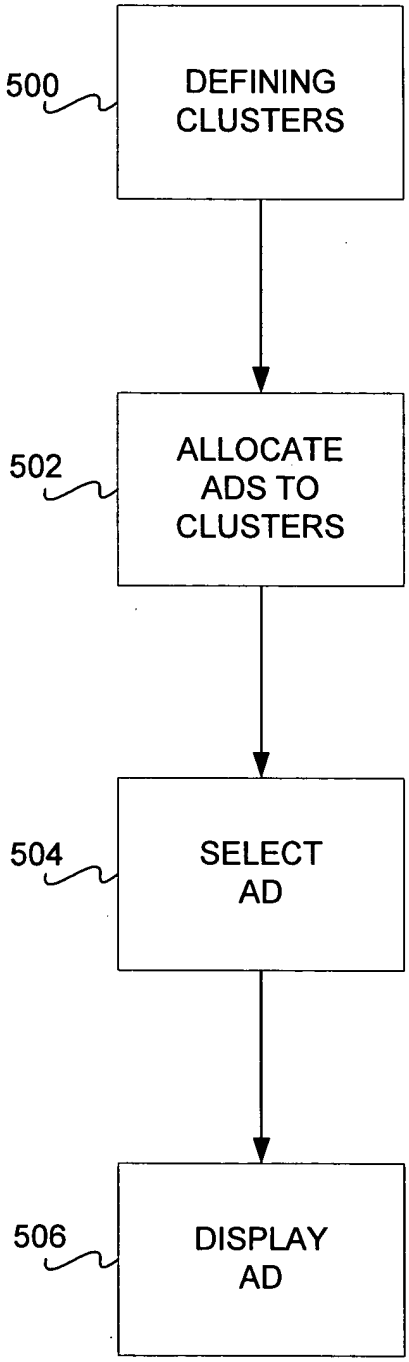


FIG 5


500
DEFINING CLUSTERS
502
ALLOCATE ADS TO CLUSTERS
504
SELECT AD
506
DISPLAY AD

SEARCH REPORT

FIG 6

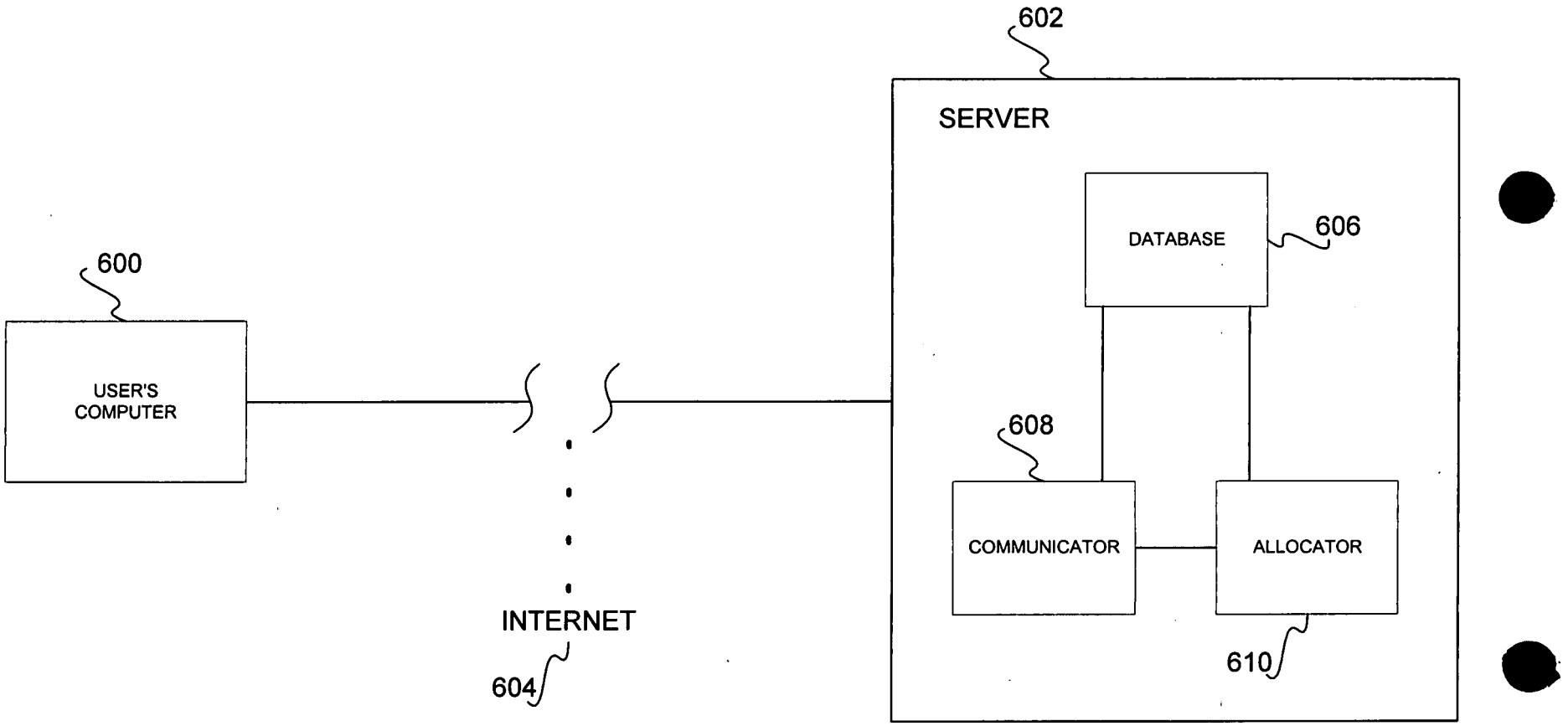
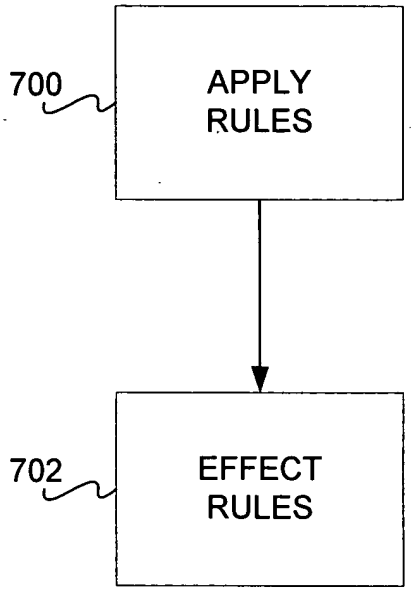


FIG 7



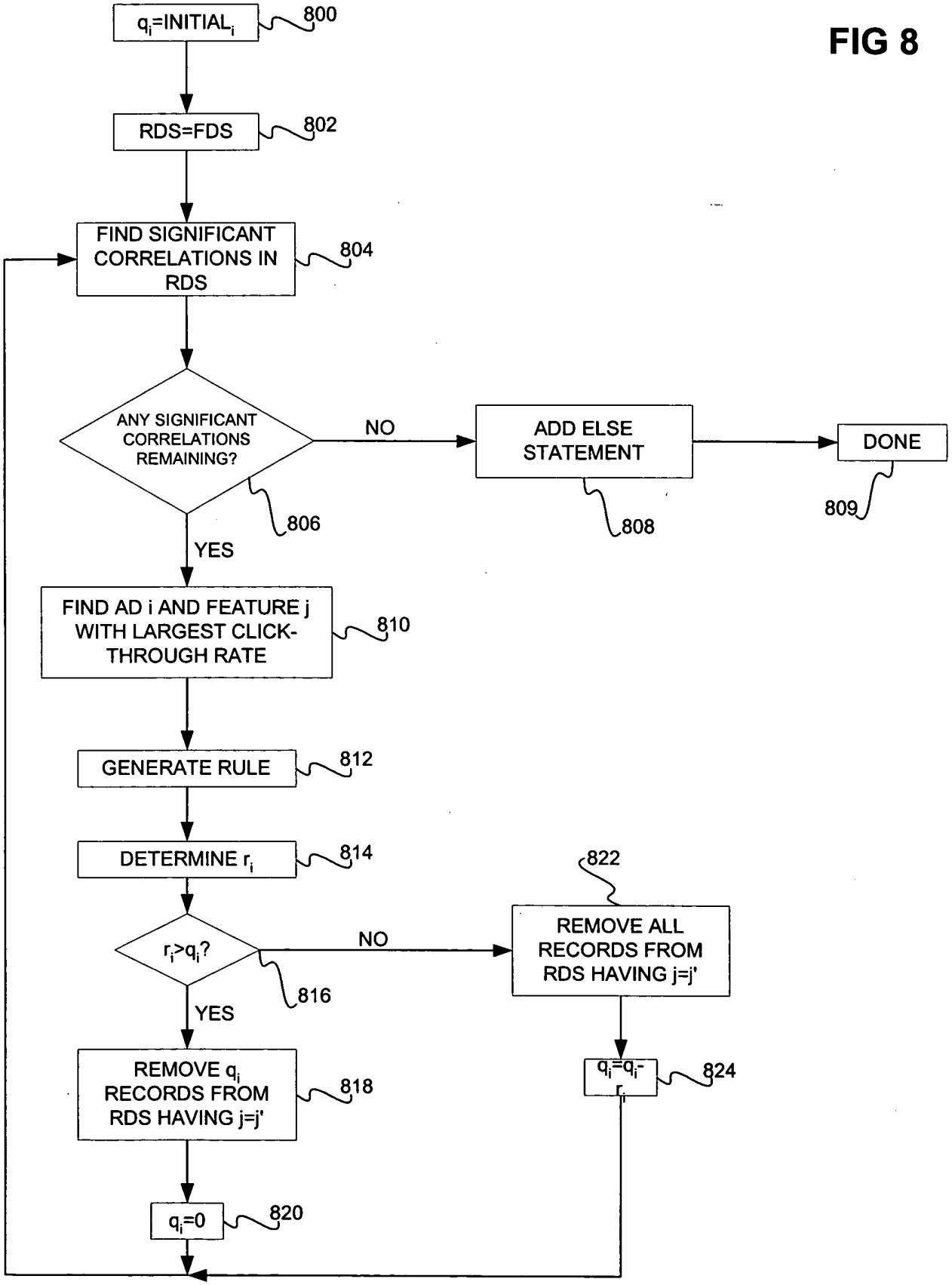

q_i=INITIAL$_i$
800
RDS=FDS
802
FIND SIGNIFICANT CORRELATIONS IN RDS
804
ANY SIGNIFICANT CORRELATIONS REMAINING?
806
NO
ADD ELSE STATEMENT
808
DONE
809
YES
FIND AD i AND FEATURE j WITH LARGEST CLICK-THROUGH RATE
810
GENERATE RULE
812
DETERMINE r_i
814
r_i>q_i?
816
NO
822
REMOVE ALL RECORDS FROM RDS HAVING j=j'
YES
REMOVE q_i RECORDS FROM RDS HAVING j=j'
818
q_i=q_i-r_i
824
q_i=0
820

FIG 8